



PURE PERFORMANCE

Your customers look to you to produce superior baked goods every time. You rightly expect your flour to do the same. King Arthur® Flour delivers on that promise, no matter when or where you buy it. Our specifications are the narrowest in the milling industry, with protein levels that vary only .2% (two-tenths of a percent), and ash levels that vary only .02% (two-hundredths of a percent). We approach the milling process as bakers, buying wheat and having it milled with one factor in mind: baking performance.

PREMIUM WHEAT

We buy only premium grade wheat, even when it's more expensive. If bad weather causes a poor wheat crop, we pay even higher prices for wheat to ensure that your flour performs as promised.

SUPERIOR MILLING

We hold mills to the narrowest specifications in the industry, turning away flour that doesn't meet our standards. Rather than trying to "enhance" inferior flour with chemical additives, we believe careful milling of premium wheat yields flour that performs better naturally

RESPONSIVENESS

Our responsiveness doesn't stop at our flour's performance, you will get it from our company as well. One call to us, and we can give you a real analysis of the very bag of flour you are ripping open-not just a product specification sheet. We can provide formulas, troubleshooting, and expert advice directly to you. How and why do we do this? We are a small team of employee-owners who love to bake and who love good baking. Your baking is an extension of our own.

NO CHEMICALS EVER ADDED

King Arthur® Flour contains no chemical additives, ever. Never Bleached. Never Bromated.® And no ADA (azodicarbonamide). King Arthur® can prove, with a printed analysis for each run of flour, that our product is completely free of chemicals. We even refrain from adding ascorbic acid, allowing you, the baker, to control this ingredient.